Fallston

FERRO-GLAZED
BRICK
for Interiors

and other products of

The Continental Clay Products Corporation

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THE CONTINENTAL CLAY PRODUCTS CORPORATION
OLIVER BUILDING PITTSBURGH, PA.

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FALLSTON

FERRO-GLAZED BRICK

FOR INTERIORS

An Important Development
in Structural Material

A PRODUCT OF

THE CONTINENTAL CLAY PRODUCTS CORPORATION

General Office: Oliver Building, Pittsburgh, Pa.

Branch Offices: Washington · New York · Kittanning

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The Artistry of Building

THE Artistry of Building is all too often confined to the designing of effective exteriors. Interior surfaces are given less attention than they deserve. This may be said with a great deal of emphasis when structures of a public or semi-public nature are under discussion.

The statement holds good with industrial buildings as well. Sanitation is stressed in the planning of important factory buildings, particularly those in which food products will be made. Imperviousness—a quality which makes for cleanliness—is often given sole consideration in the selection of the facing material for corridors and stairwells. *That these interior walls might be made beautiful is seemingly overlooked.*

So it is that we pass from exteriors which exemplify the best there is in our architecture to interiors as uninteresting as the inside of a stiff hat.

"Give us," you say, "a material which combines the sanitary features of enamel or salt-glaze brick with the artistic possibilities of good exterior-facing brick—and we will use it."

Such a material is available to you in Fallston Ferro-Glazed Brick, which is completely described in this book.

Shade No. 30

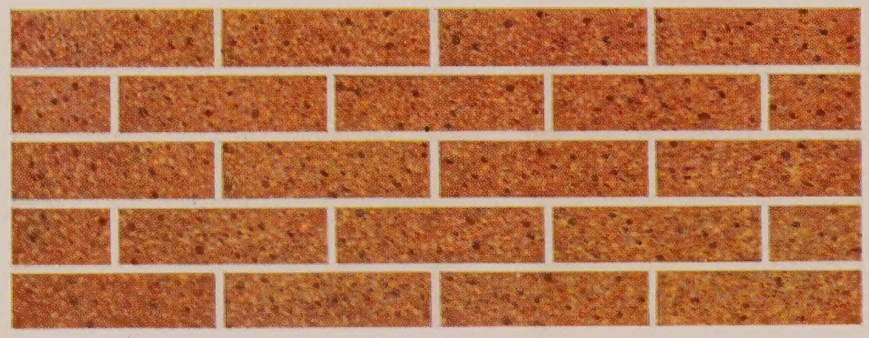
Shade No. 20

Shade No. 30

Shade No. 40

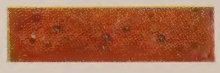
Shade No. 40

Shade No. 50

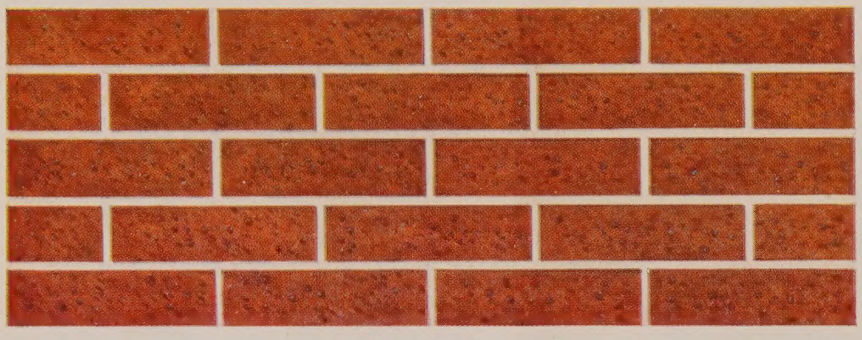


Shade No. 50

Shade No. 55

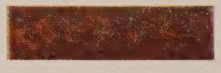


Shade No. 60



Shade No. 60

Shade No. 65



Shade No. 70

Individuality and Pleasing Texture

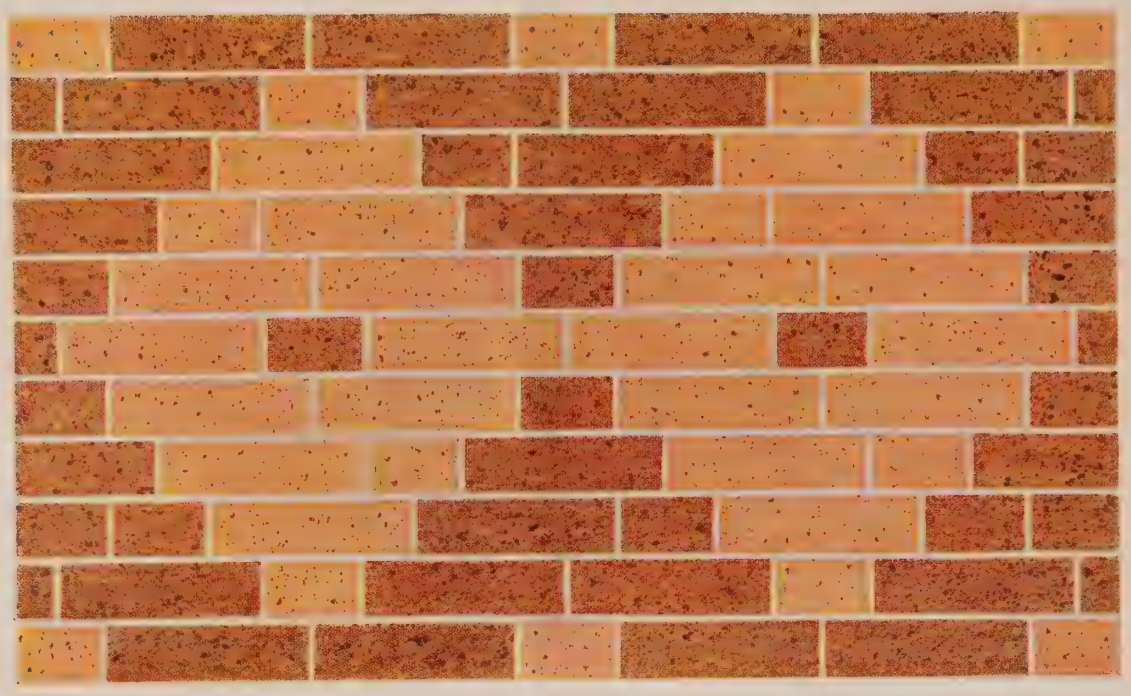
with an Impervious Glaze

FALLSTON FERRO-GLAZED BRICK is flashed—that is, burned so that no two bricks are exactly alike except in size. The mottled or variegated effect seen in each individual brick also adds interest to the finished wall. There is, moreover, this practical advantage, that any accidental marks or soiled spots are rendered less noticeable.

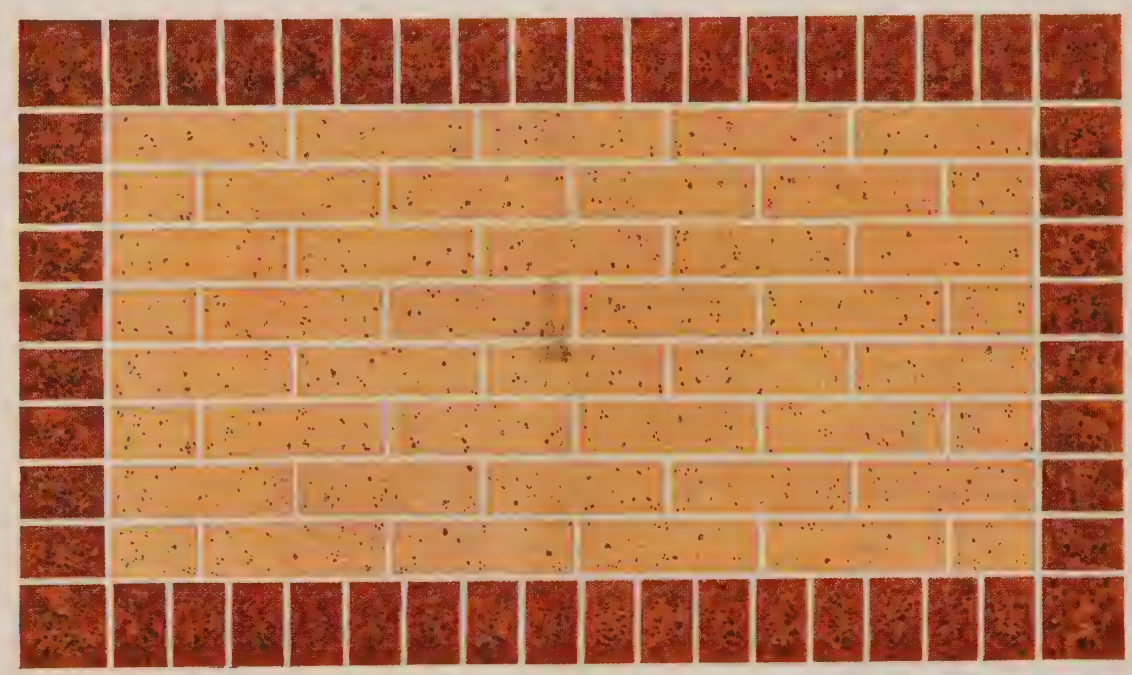
The surface of each brick is protected by a film or egg-shell glaze, discernible only in a very strong light or with a fairly good magnifying glass. This film is a definite Ferro-Silicate coating, brought out from the body of the brick in the process of burning. It is water, acid and dirt-proof, and it will not chip, crack nor craze.

There is a distinct feeling of *texture* in a wall of Fallston Ferro-Glazed Brick—not texture as the word is understood in describing some brick designed for exterior work, but a texture comparable to that of rubbed wood in which the grain has been developed by staining.

The darker-toned brick correspond exactly in size with those of the lighter shades and the very considerable contrast in shading is in perfect color harmony. *The "glow" of an interior or exterior wall faced with this brick is permanent.*



Shades Nos. 30 and 50



Shades Nos. 40 and 60

Pattern Work

with Fallston Ferro-Glazed Brick

SIMPLE PATTERNS, done in standard size brick, add very little to the cost of construction when, as in Fallston Ferro-Glazed Brick, the contrasting colors can be obtained in light and dark units which correspond exactly in size, and when the structure of the brick is such as to make it easy to cut.

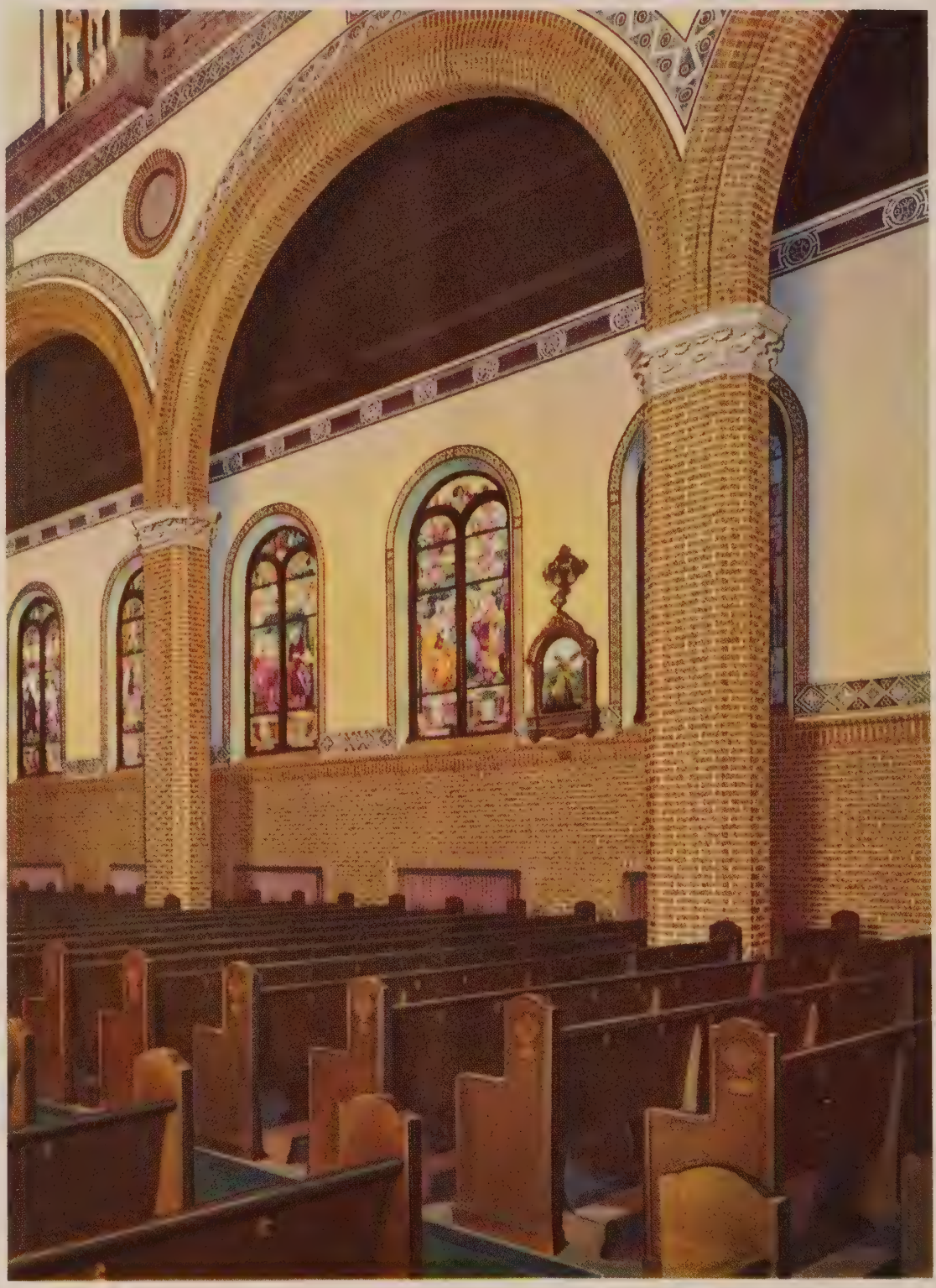
Careful selection and expert sorting at the factory assure color values in Fallston Ferro-Glazed Brick, and the quality of light absorption, due to the egg-shell glaze, insures the constancy of these color values.

Since it is impossible to avoid intensification of hue in color-printing, it is well to remember that a wall of Fallston Ferro-Glazed Brick, if viewed from a distance which would reduce the individual units to the scale of our illustrations, *would be seen through an atmospheric haze*, and some of the contrast would be "grayed out."

No attempt has been made to show the effects which can be obtained by using colored mortar joints. Interior walls are—or should be—cleaned at comparatively frequent intervals, and for that reason care should be exercised in the selection of mortar colors which will not fade when vigorously scrubbed with alkaline cleansing compounds.

A STAIRWELL wainscoted with Fallston Shade 40 Ferro-Glazed Brick. Our Kittanning Shade B is recommended to face walls from top of wainscot to ceiling.

A CORRIDOR wainscoted with Fallston Shade 30 in combination with Shade 50 Ferro-Glazed Brick. Fallston tile, a "*Rossman*" product, is shown in the floor. Our Kittanning Shade B or F is recommended to face walls from top of wainscot to ceiling.



View of Octagonal Columns, Arches, and side aisle of the Roman Catholic Church of the Assumption, Buffalo. Fallston Ferro-Glazed Shade 50 Smooth Brick laid with ¼″ Grey stuck joint.
Architect: Carl Schmill & Son; Contractor: C. H. Everitt.

Cleanliness

Walls that Look Clean and Stay Clean

COST OF MAINTENANCE is an important factor in the planning of all buildings of a public or semi-public character. Depreciation must be reduced to a minimum, without excessive repairs and expensive refinishing. A creditable appearance of cleanliness must be preserved at all times, and that in itself may involve considerable expense. Interior walls, when completely or even partly lined with Fallston Ferro-Glazed Brick, will appear clean for a long period and can be easily and inexpensively made clean and new in appearance during the entire life of the building.

A wall which looks clean does not suggest deliberate soiling. The public mind reacts to cleanliness in the same measure as it reacts to dinginess: a vicious circle is established, once the interior walls of any building are allowed to suggest lack of care and orderliness.

No wall will keep clean without being scrubbed. High glazes are no insurance against deposits of soot and grime. Even a plate glass window must be washed, or it will betray its affinity for what we call "dirt." Fallston Ferro-Glazed Brick *looks clean* longer than any similar material. And it is easier to *make clean* than any other material offered for the use to which it is dedicated.

Fallston Ferro-Glazed Brick

for Exterior as well as Interior Walls

THE WAVE OF POPULARITY which followed the introduction of rough-texture exterior facing brick has had little or no effect on the demand for Fallston smooth-faced flashed brick, with their dirt-resisting qualities and the added merit of harmonizing with almost any trim. *In this class of brick, FALLSTON has for years been the recognized leader.*

Starting with an adequate plant capacity and increasing that capacity in advance of a rapidly growing requirement, our FALLSTON factory has gradually added to its force of experienced operatives, directed by trained ceramists. Any demand for its products which is in any way likely to arise, can be promptly and satisfactorily met.

A Record of Unfailing Service

Many important operations—large buildings erected at times when the building program severely taxed the facilities of even the larger plants—have been served without delay. Additions have been supplied with brick that so closely matched the older part of the structure as to leave no visible line between the two. An elaborate standardization, meticulous sorting, and an extensive "library" of samples have made such service possible. These resources are always at the architect's command.

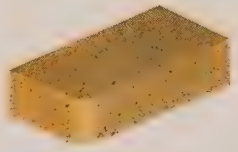
Molded Shapes and Arches

INTERIOR WORK requires more careful finishing than that which is designed to meet outdoor conditions. Much of it is at the level of the eye, and as a rule it is subjected not only to close inspection, but to actual contact as well.

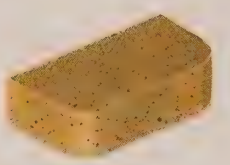
Stairwells and corridors, faced or wainscoted with Fallston Ferro-Glazed Brick, are pleasing to both sight and touch and may be relieved of sharp projections by proper use of the moulded shapes illustrated in the following pages. The effect is not in any sense garish, but is dignified, warm and friendly.

Many of the molded shapes will lend themselves to the embellishment of arches, in which either the face or soffit—or both—may be ornamented with no great additional expense. All arch brick, whether made from molded shapes or from the standard units, are accurately cut to radii, with due calculation for the width of the joints.

A careful survey of the probable use of molded shapes in all classes of interior work has led us to standardize on the forms indentified by shape numbers. For either close matching or desirable contrast, our expert sorting makes success a foregone conclusion. *This is important, since accidental variations are largely responsible for the difference between perfect and imperfect brickwork.*

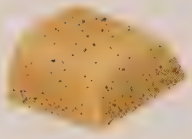


No. 10—Bullnose

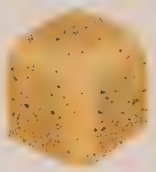


No. 11—Double Bullnose

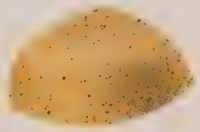
No. 12—External Corner—Bullnose—Square



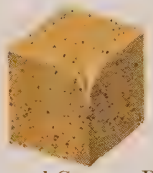
No. 13—External Corner—Bullnose—Square



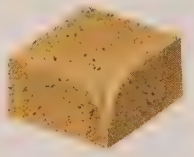
No. 14—External Corner—Bullnose—Round



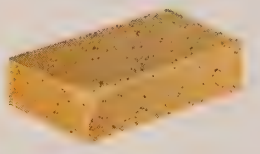
No. 15—External Corner—Bullnose—Round



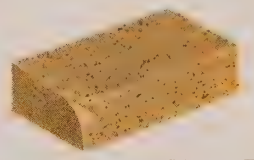
No. 16—Internal Corner—Bullnose



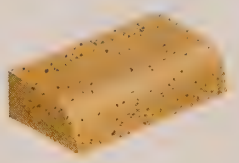
No. 17—Internal Corner—Bullnose



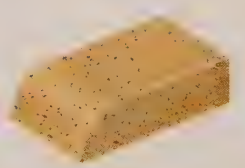
No. 18—Bullnose Starter—Right
Made in Rights and Lefts



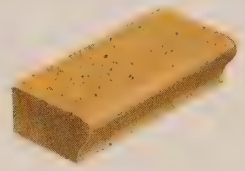
No. 19—Bullnose Mitre—Right
Made in Rights and Lefts



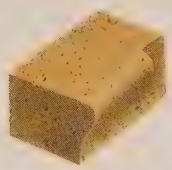
No. 20—Bullnose Stretcher



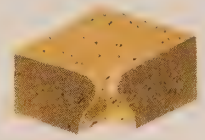
No. 21—Bullnose Header



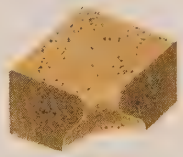
No. 22—Cap Mould Stretcher



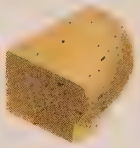
No. 23—Cap Mould Starter—Right
Made in Rights and Lefts



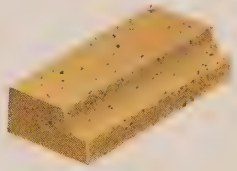
No. 24—Cap Mould—Internal Corner—Square



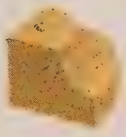
No. 25—Cap Mould—Internal Corner—Round



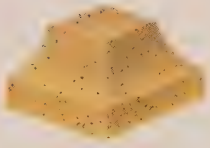
No. 26—Cap Mould—External Corner



No. 27—Cove Stretcher

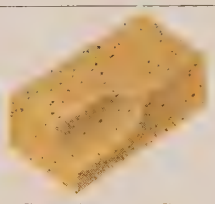


No. 28—Cove External Corner—Round

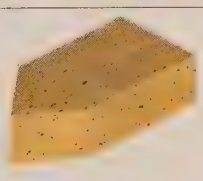


No. 29—Cove External Corner—Square

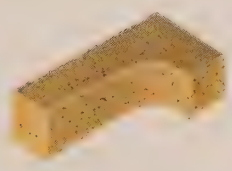
No. 30—Cove Internal Corner—Square



No. 31—Cove Internal Corner—Round



No. 32—Octagon



No. 33—Round Interior Angle

The Continental Clay Products Corporation

WHILE this book features the beauty, texture and quality of Fallston Ferro-Glazed Brick—a refinement of an old product for a new purpose—there are four other products which we offer with the same faith in quality, service and adaptability:

(1) Kittanning Buffs and Greys

(2) Martinsburg Reds

(3) Williamsgrove Greys, Golds and Buffs

(4) Fallston Yellows, Golds, Pinks and Browns

Whether your color scheme requires the lightest greys or buffs, or the darkest reds or browns, either in smooth or rough texture, you will find the brick you want in this group.

In addition to selecting the proper brick, you are interested in shipping facilities and deliveries. Our plants are situated on the main arteries of traffic with ample car supply and prompt freight service.

(1) Kittanning Plant

Situated on the Allegheny Division of the Pennsylvania Railroad at Kittanning, Pa. The product of this plant is high grade Buff and Grey face brick. A full description of the Kittanning product, together with color plates showing the shades and textures in which they are furnished, is shown on pages 18 and 19.

(2) Martinsburg Plant

Situated at Martinsburg, W. Va., on the Cumberland Division, main line of the B. & O. Railroad. The freight service from this plant is unusually good, twenty-four hour deliveries being common on shipments to Washington and Baltimore, and correspondingly prompt handling to all other points throughout the East. At this plant is produced smooth and rough texture brick of highest quality, ranging in shade from a deep wine color to flashed browns, blues and greens. A description of the Martinsburg product and color plates showing the shades and textures will be found on pages 20 and 21.

(3) Williamsgrove Plant

Situated at Bigler, Pa., on the Beach Creek Division of the New York Central Railroad and on the Tyrone Division of the Pennsylvania System. Adequate car supply and prompt freight service are assured by a location on two of the largest freight carriers in the country. The Williamsgrove plant specializes in the shades and textures shown in color plates and described on pages 22 and 23.

(4) Fallston Plant

Situated at Fallston, Pa., on the Pittsburgh & Lake Erie Railroad (New York Central Lines). A uniformly good freight service is enjoyed at this point and prompt deliveries to near and distant points has been the rule for many years. The present daily capacity is over 100,000 face brick, in addition to its daily output of "*Fallston*" *Tile—a* "*Rossman*" *Product.*

Smooth Light Grey

Smooth Light Buff

Light Grey Matt Texture

Light Buff Matt Texture

KITTANNING PLANT, KITTANNING, PA.

Kittanning Buffs and Greys

KITTANNING Face Brick need no introduction, as they are well and favorably known in almost every architect's office in this country. They are made from a high grade plastic fire clay found only in the Kittanning District of Pennsylvania, and are manufactured by the stiff mud process.

Natural gas is used exclusively in the burning and this, together with the high quality of clay, is responsible for the clear, uniform shades of very light neutral grey and richly colored buff brick.

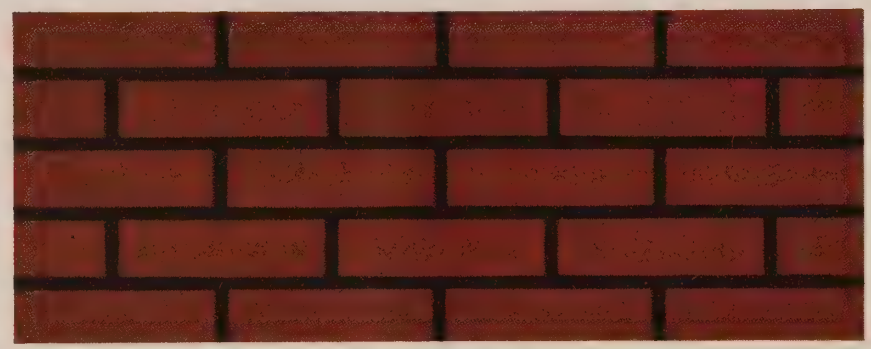
Kittanning Brick are impervious and will not absorb moisture or dirt. They can be readily washed at any time. This, combined with the fact that they will reflect more light than any other brick, accounts for their wide use for both the interior and exterior facings of large buildings in all parts of the country.

Mass brick work does not change the color values of Kittanning Brick. The Whittier Apartment Hotel, Detroit, pictured here, in which our smooth grey Kittanning Brick were used, is one of a thousand examples.

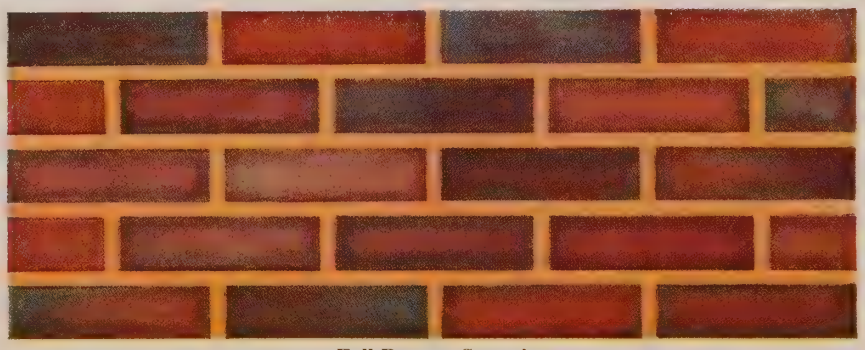
Whittier Apartment Building, Detroit, Mich.

Plain Red—End Cut Matt Texture

Full Range—End Cut Matt Texture



Plain Red—Smooth



Full Range—Smooth

MARTINSBURG PLANT, MARTINSBURG, W. VA.

Martinsburg Reds

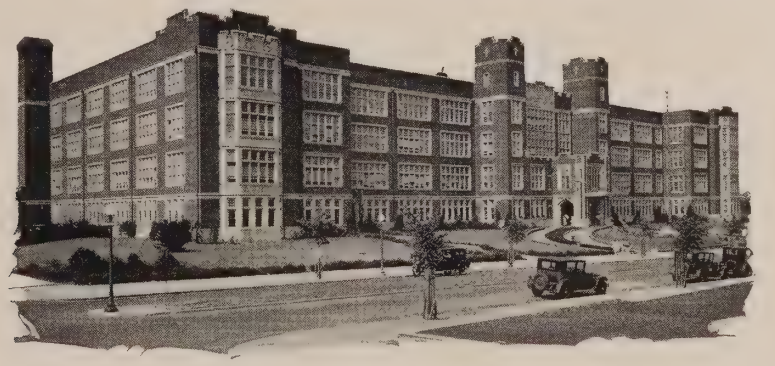
IN either rough or smooth texture, Martinsburg Reds lend themselves to mass brickwork. Their varied, but always harmonious shadings, give "life" to the wall, or to the detail of residence construction. The deep, rich body colors give that effect which has been aptly described as looking old when newly built, and new after the seasons have taken their toll.

The wide range of shades permits of many color combinations. These combinations, available in either smooth or rough texture, offer to the building public a product attractive in any size structure.

Martinsburg Matt Texture were used in the Eastern High School at Washington, D. C., as pictured below.

The Wardman English Village in suburban Washington is a striking illustration of the wide use to which Martinsburg Reds are adapted. About 75 per cent of the homes in this Village are faced with these admirable brick, and by using the various textures, in varying color ranges, each home is given its own individuality.

On the opposite page are four panels of various color ranges of Martinsburg Reds, showing the different effects obtainable.

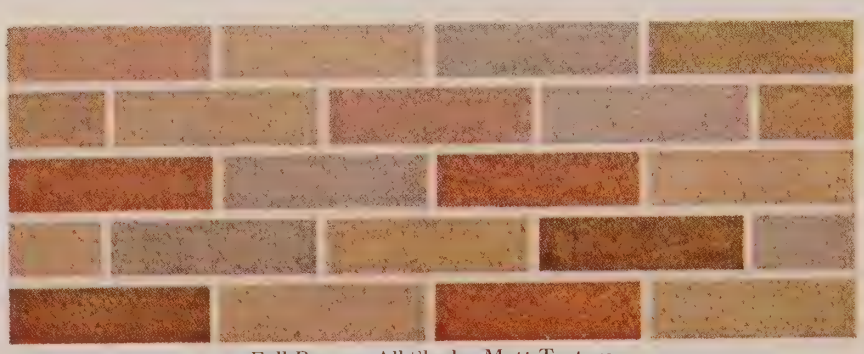


Eastern High School, Washington, D. C.

Full Range—Grey End Cut Matt Texture

Full Range—Golden End Cut Matt Texture

Full Range—Buff End Cut Matt Texture



Full Range—All Shades Matt Texture

WILLIAMSGROVE PLANT, BIGLER, PA.

Williamsgrove Greys, Golds and Buffs

in Smooth and Rough Texture

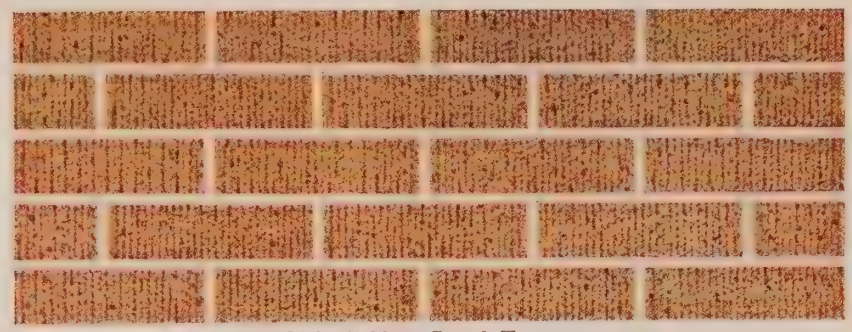
SPECIALIZING in large operations over a period of years, the Williamsgrove plant has developed facilities for such service, which are lacking in many organizations. Its favorable railroad connections, to which attention has been called on another page, minimize the possibility of delays due to congested freight lines. Steady production, maintained throughout the year, assures large reserve stocks and ample storage space is maintained at all times.

Williamsgrove brick is a *prizewinner*, in the sense that it has aided in capturing the much coveted *First Award of the Architectural League of America*, won by the Shelton Hotel, New York, pictured below (Arthur Loomis Harmon, Architect), in 1925; and by the New York Telephone Building (McKenzie, Voorhees & Gmelin, Architects) in 1926. In the latter structure, more than 2,500,000 Williamsgrove brick were used.

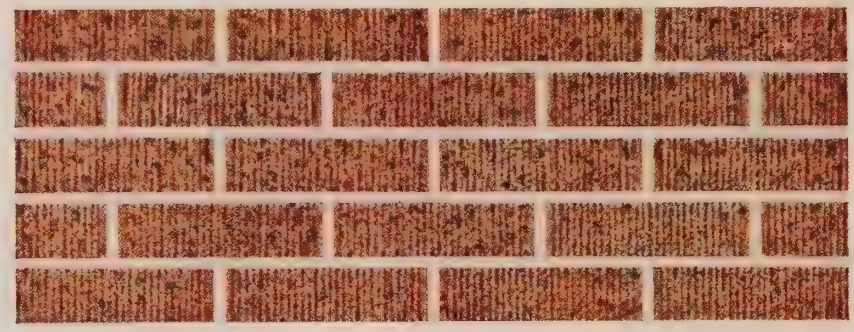
Shelton Hotel, New York

The colors in which Williamsgrove brick are made, are shown in the accompanying panels. Depending on the size of the structure, the suggested variations are in harmony with the best architectural practice. Mass effects and patternwork are readily obtained by segregating the greys and golds, a remarkable affinity being found between these two apparently contrasting colors.

Smooth or Rough Texture

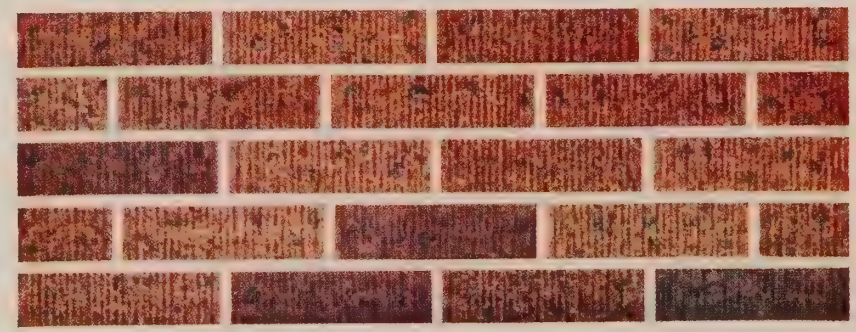


Light Golden—Rough Texture



Medium Golden—Rough Texture

Light Range—Rough Texture



Dark Range—Rough Texture

All of the above shades and colors are also produced in smooth-faced brick

FALLSTON PLANT, FALLSTON, PA.

Fallston Polychrome Brick

AMERICA is, we believe, coming into what might be called a color era in architecture that may reasonably be expected to be quite as revolutionary, in its way, as the canvases now being produced by the modern artist. Architects everywhere are beginning to rebel against the exclusive use of plain, drab-colored building materials, and to take a rapidly increasing interest in polychromatic effects in brick work, that not only destroy the waffle-iron effect produced in our tall buildings by rows on rows of necessary windows, but at the same time add a warm, cheerful color effect to our urban architecture, where the deadly monotony of monochrome brick and stone has been so distressingly noticeable in most of our important buildings of the past generation.

In the development of Fallston Polychrome Brick we have not been hesitant or timid. We are now producing in quantities that enable us to successfully serve on the largest operations, face brick in bold, varying colors and shades ranging from deep purples and tobacco browns, upward in shade to reddish and golden browns, through rose-colored brick and soft pinks to brick that are distinctly yellow in color.

The colors, if smooth brick are used, are permanent and can be treated by the architect not merely as a structural material, but to supply a color palette which can be successfully used as an aid to the effectiveness of American architecture. Until architects in increasing numbers have the courage to treat in similar bold colors broad expanses of brick masonry, our large cities will continue to present a dull, drab color effect to the ordinary eye in the street, and doubly so to the eye in the air, with which the future must reckon more and more, as aviation in this country reaches the point of development that has already been reached in Europe.

On the opposite page is shown four panels of various color ranges of Fallston Polychrome Brick, showing some of the different effects obtainable. All of these, and many additional colors and shades, are produced in both smooth and rough texture brick.

The Policy of the Corporation

RECOGNIZING the responsibility which any manufacturer of face brick assumes when he accepts an order, the Continental Clay Products Corporation have adopted the following policy which they will follow without the slightest deviation.

First—Every reasonable precaution will be taken at each of its plants to satisfy those who evidence their confidence in "Continental" products, and to sustain the reputation which each of these plants has built up in the past.

Second—The Continental Clay Products Corporation will not make, nor allow to be made in their name, any promise of delivery which they are not confident of their ability to fulfill.

Third—The Continental Clay Products Corporation will not make, nor allow to be made in their name, any claim as to quality, color, selection or service, which claim is not or cannot be *fully substantiated in actual and everyday service.*

Fourth—The Continental Clay Products Corporation will not deviate from their policy of shipping only first-quality brick on all orders which do not specifically call for seconds or for "off" or occasional shades.

Fifth—The Continental Clay Products Corporation will meet with open mind, consider carefully and adjust fairly, any dispute which may arise as to any of the points above enumerated, and where necessary will make personal investigation of complaints due to possible misunderstanding.

Continental Clay Products Corporation

is a consolidation of

THE FALLSTON COMPANY
KITTANNING CLAY MANUFACTURING COMPANY
WILLIAMSGROVE BRICK COMPANY
THE CONTINENTAL CLAY PRODUCTS COMPANY

General Offices

Oliver Building Pittsburgh, Pa.

Branch Offices

Washington Kittanning New York

Officers

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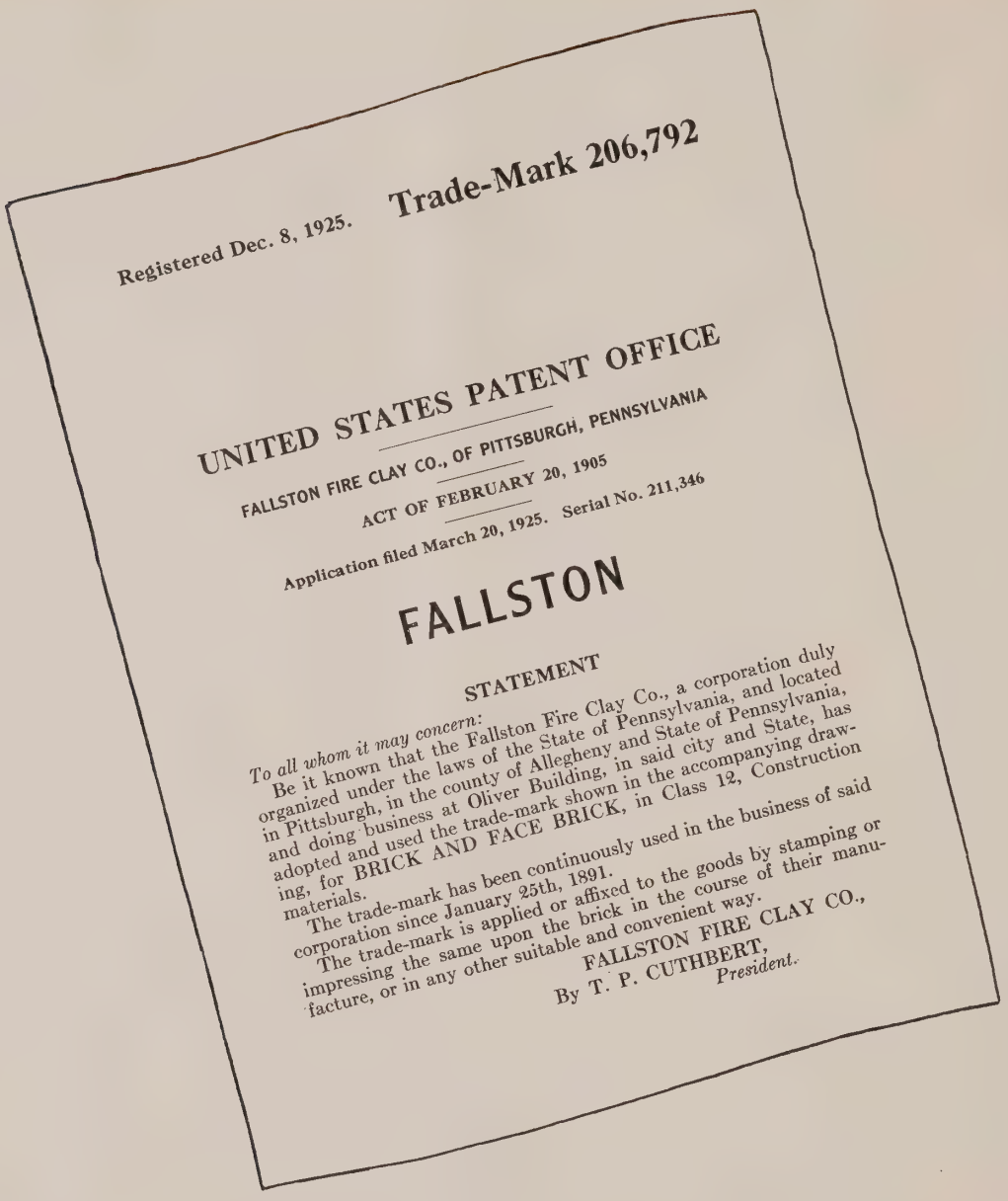

Registered Dec. 8, 1925. **Trade-Mark 206,792**

UNITED STATES PATENT OFFICE

FALLSTON FIRE CLAY CO., OF PITTSBURGH, PENNSYLVANIA

ACT OF FEBRUARY 20, 1905

Application filed March 20, 1925. Serial No. 211,346

FALLSTON

STATEMENT

To all whom it may concern:

Be it known that the Fallston Fire Clay Co., a corporation duly organized under the laws of the State of Pennsylvania, and located in Pittsburgh, in the county of Allegheny and State of Pennsylvania, and doing business at Oliver Building, in said city and State, has adopted and used the trade-mark shown in the accompanying drawing, for BRICK AND FACE BRICK, in Class 12, Construction materials.

The trade-mark has been continuously used in the business of said corporation since January 25th, 1891.

The trade-mark is applied or affixed to the goods by stamping or impressing the same upon the brick in the course of their manufacture, or in any other suitable and convenient way.

FALLSTON FIRE CLAY CO.,
By T. P. CUTHBERT,
President.

The trade name FALLSTON and all other assets of the Fallston Fire Clay Company are now owned by this company and all manufacturers and dealers in face brick are warned not to use the name FALLSTON in the sale of any brick other than the product of our Fallston Plant.

The Continental Clay Products Corporation

The Caxton Company
Cleveland

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